

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 3622
Leandros KONTOGOURIS) Examiner: A. Duran
Serial Number: 09/742,438) Attorney Docket: KONT3001beu
Filed: December 22, 2000) Confirmation No.: 8890

**For: Advertising System And Method Which Provides Advertisers With
An Accurate Way Of Measuring Response, And Banner Advertisement Therefor**

SUPPLEMENTAL DECLARATION TO SHOW DILIGENCE

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA 22313-1450

As an Applicant named in the above-identified U.S. Patent Application, I, Leandros Kontogouris, Athens, Greece, hereby declare that:

1. This declaration is supplemental to the DECLARATION OF PRIOR INVENTION submitted under 37 CFR 1.131 on March 8, 2006, which established a conception date of the invention claimed in the above-identified patent application ("my invention") before January 31, 2000. January 31, 2000 is the effective date of U.S. Patent No. 6,636,247 (Hamzy).
2. The purpose of this declaration is to provide additional evidence proving diligence between January 31, 2000, and the filing date of the present application, December 22, 2000.
3. Attached as file "evidence_of_diligence.pdf" is a spreadsheet that I prepared detailing my activities during the period between January 31, 2000 and December 22, 2000. The spreadsheet includes a day-by-day account of my

activities relating to development of my invention and references to supporting documents.

4. The activities listed in the spreadsheet may be summarized as follows:
 - a. During the period from January 31, 2000 to July 1, 2000, I attended classes at INSEAD in Fontainebleau, France. INSEAD is an institute for graduate studies in business administration. I was awarded a Master of Business Administration on July 1, 2000.
 - b. During my time at INSEAD, I attended classes daily, except weekends, for an average of four hours per day. An additional eight hours daily were required for studying, severely limiting the time available to develop my invention. My class schedule is attached as files *schedule_P3.pdf*, *schedule_P4.pdf*, and *schedule_P5.pdf*. Class titles are listed in the spreadsheet.
 - c. Despite my heavy class schedule, I was diligent with respect to the development of my invention during this period from January 31, 2000 to July 1, 2000. This diligence included the taking of classes chosen specifically with the aim to advance my invention, including a course entitled "New Ventures" (a syllabus of which is included in file *New_Ventures_syllabus.pdf*) that dealt with subjects such as Intellectual Property protection, and courses entitled "Entrepreneurial Finance and Venture Capital", "Strategic Management", "High Technology, Entrepreneurship and Strategy," and so forth (all courses are listed in the attached course schedules). Diligence during this period also included attending *First Tuesday* entrepreneurial networking events described in *Julie_Meyer.pdf* and *First_Tuesday.pdf*, and organization of and attending an e-forum event described in *e-forum.pdf* and *e-forum_b.pdf*. In addition, during this period, I read extensively about the subject of my invention, online advertising, and about Intellectual Property protection. Files containing articles that resulted from my research on particular days are listed in the attached spreadsheet.

- d. As indicated in the attached spreadsheet, at no time did I spend more than two consecutive days during the period from January 31 to July 1, 2000 on activities unrelated to classes or my invention. The only two-day breaks during this period were from May 2 to May 3, 2000, following a visit from my brother and his fiancée during their visit to Fontainebleau from Greece after exams, and June 26 to June 27, 2000, when I was sick in bed with a fever, also after exams.
- e. Following my graduation on July 1, 2000, I spent the two weeks from July 2 to July 13, 2000 packing my belongings and shipping them to Greece, selling the car I had bought in France, settling accounts with banks and different utilities, and preparing to accompany a Greek colleague on a road-trip back to Greece. At the same time, as indicated on the attached spreadsheet, I had several meetings and social contacts with colleagues that could help me either to staff my future company or to prepare the ground for financing my project, or to help me develop my invention as third-party suppliers.
- f. My car trip to Greece took 8 days, from July 14 to July 21, 2000, but the distance traversed was more than 3000 km over several countries, including Eastern European countries with poor roads and numerous mountain ranges. Nonetheless, even during my trip I made time to read a book on incumbent models for online advertising and was in telephone contact with friends that could be of assistance.
- g. During the three months between July 22 and September 24, 2000, I continued to research the many aspects related to reducing my invention to practice, including protection of intellectual property, managerial corporate decisions, and financing issues. As indicated in the

spreadsheet and corresponding files labeled by date, I also worked on elaborating my model, began to familiarize myself with the format of patent applications, started producing early versions on how to organize the patent application, and searched for American lawyers of Greek origin whom I expected to be more familiar with the constraints I was faced with and who could help me locate a U.S. patent attorney or agent.

- h. On September 25, 2000, I first contacted an attorney in the office of Peter Moulinos, who is currently my U.S. attorney for non-patent matters. As indicated by the attached files labeled by date, September 26 to October 31 were spent on continued research and development of my invention, negotiations with Peter Moulinos concerning terms of representation, and search for a U.S. patent specialist to perform a patentability search and prepare a patent application.
- i. Upon my approval, Mr. Moulinos initiated a patent search on November 1, 2000, which was completed on November 16, 2000. After I reviewed the search results, Mr. Moulinos engaged a U.S. patent attorney to write a patent application for my invention on November 21, 2000. The patent application draft was completed on December 15, 2000, approved on December 22, 2006, and filed the same day.
- j. While the patent application process was proceeding, from November 1, 2000 to December 22, 2006, I also conducted research concerning development of my invention and the patent process, as indicated in the files referenced in the attached spreadsheet by date.
- k. Based on the above, it can be seen that I was diligent in reducing my invention to practice during the entire period from January 31, 2000 to December 22, 2000. Even during my eight day road trip after graduation from my graduate school back to my homeland, Greece, I did not take

more than three weekdays off at any time during this period, and worked on my invention during most weekends as well.

- I. It must be kept in my mind that I am an individual inventor rather than a corporation, and that I was a student in a foreign country during much of the ten month critical period. In addition to working on my invention, I needed to keep up with my studies and earn a living. As a citizen of Greece, I was unfamiliar with U.S. law in general, and in particular patent practice, and therefore had to spend much time learning about the process, including how to find and retain a U.S. patent attorney. Also, I had to learn how to set up, fund, and staff a company capable of actual reduction of my invention to practice. I made significant progress in all of these areas during the ten month period.

- 5 The person making this declaration is the inventor.

TIME OF PRESENTATION OF THE DECLARATION

6. This declaration is submitted together with a Request for Continued Examination.

ASSIGNMENT OF INVENTION

7. This application has not been assigned.

DECLARATION UNDER 18 USC § 1001

8. As a person signing below:

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and

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further that willful false statements and the like so made are punishable by fine or imprisonment or both, under '1001 of Title 18 of the United States code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date September 25, 2006

Leandros Kontogouris
Leandros Kontogouris

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Note 1: Weekend days are highlighted in yellow

Note 2: The period between the time of the sealing by my lawyer Mr. Manginas and the time of the Hamzy patent filing is highlighted in blue

Date	name of related file	Activity 1	Activity 2	Activity 3	Activity 4	Activity 5
23-Dec-99						
24-Dec-99						
25-Dec-99						
26-Dec-99						
27-Dec-99						
28-Dec-99						
29-Dec-99						
30-Dec-99						
31-Dec-99						
1-Jan-00						
2-Jan-00						
3-Jan-00						
4-Jan-00						
5-Jan-00						
6-Jan-00						
7-Jan-00						
8-Jan-00						
9-Jan-00						
10-Jan-00						
11-Jan-00						
12-Jan-00						
13-Jan-00						

14-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Advertising Planning	
15-Jan-00						
16-Jan-00						
17-Jan-00		Strat Mgmt				
18-Jan-00	<u>Jan 18 2000.pdf</u>	signed contract for new department	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Advertising Planning
19-Jan-00	<u>Jan 19 2000.pdf</u>	Strat Mgmt	arrangements with insurance company			
20-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
21-Jan-00	<u>Jan 21 2000.pdf</u>	signed contract with power utility	Strat Mgmt			
22-Jan-00	<u>Jan 22 2000.pdf</u>	arrangements with France Telecom				
23-Jan-00		Strat Mgmt	arrangements with post office			
24-Jan-00	<u>Jan 24 2000.pdf</u>	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
25-Jan-00		Strat Mgmt				
26-Jan-00		Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
27-Jan-00						
28-Jan-00						
29-Jan-00						
30-Jan-00						
31-Jan-00		<u>filing of Hamzy patent</u>	Strat Mgmt	Family Firms	Hi Tech Ent	Advertising Planning
1-Feb-00		Strat Mgmt	Family Firms	Man Nego	Strat	Planning
2-Feb-00	<u>copyright and parody.pdf</u>	CMS (INSEAD Career Office): on-conventional careers	Strat Mgmt			
3-Feb-00		Strat Mgmt	Family Firms	Man Nego	Hi Tech Ent	Advertising Planning
4-Feb-00	<u>avoiding IP problems.Pdf</u>	researched IP issues				
5-Feb-00						
6-Feb-00						

7-Feb-00	<u>Feb 07 2000.pdf</u>	CMS (INSEAD Career Office): venture Capital Career Context inference	Strat Mgmt
8-Feb-00		Family Firms	Man Nego
9-Feb-00		Strat Mgmt	Advertising Planning
10-Feb-00		Man Cont Tech Chg	Hi Tech Ent Strat
11-Feb-00		Strat Mgmt	Advertising Planning
12-Feb-00		Family Firms	Man Nego
13-Feb-00	<u>copyright law and the internet.pdf</u>	Family Firms	Hi Tech Ent Strat
14-Feb-00	<u>e-commerce platform (19 pages).pdf</u>	Strat Mgmt	Advertising Planning
15-Feb-00	<u>Feb 16 2000.pdf Julie Meyer.pdf</u>	Family Firms	Man Nego
16-Feb-00		Strat Mgmt	Advertising Planning
17-Feb-00		Family Firms	Man Nego
18-Feb-00	<u>Feb 25-27 2000.pdf e-start.pdf e-start.b.pdf</u>	Strat Mgmt	Advertising Planning
19-Feb-00	<u>IP Bulletin Summer 1999.pdf</u>	Family Firms	Man Nego
20-Feb-00		Strat Mgmt	Advertising Planning
21-Feb-00	<u>e-pricing (10 pages).pdf</u>	Strat Mgmt	Advertising Planning
22-Feb-00	<u>Feb 22 2000.pdf</u>	Family Firms	Hi Tech Ent Strat
23-Feb-00	<u>Feb 23 2000.pdf</u>	Strat Mgmt	Advertising Planning
24-Feb-00	<u>Feb 24 2000.pdf</u>	Entrepreneurs Day	Hi Tech Ent Strat
		Man Cont Tech Chg	Family Firms
		Man Nego	Advertising Planning

	<u>feb 25-27 2000.pdf</u>	Man Cont Tech Chg	Family Firms	Man Nego	Hi Tech Ent Strat	Advertising Planning
25-Feb-00	<u>start.pdf</u> , <u>e-statistics.pdf</u> , <u>Feb 2000.pdf</u> , <u>partners.pdf</u>					
26-Feb-00	<u>feb 25-27 2000.pdf</u> , <u>e-start.pdf</u>	exams				
27-Feb-00	<u>feb 25-27 2000.pdf</u> , <u>e-start.pdf</u>	Harvard Business School				
28-Feb-00		Cyberposium				
29-Feb-00		exams				
1-Mar-00						
2-Mar-00	<u>March 2 2000.pdf</u>	Class recess between terms. Traveled to London to discuss funding matters				
3-Mar-00		high net worth friend Paris Alexandridis. Acquired a number of British books				
4-Mar-00		re Advertising, such as "Principles of Internet Marketing" (Ward Hanson),				
5-Mar-00		"Case Scenarios in Media Culture Advertising and the Internet"				
6-Mar-00	<u>March 06 2000.pdf</u>	"World Wide Web Marketing" (Jim Sterne)				
7-Mar-00						
8-Mar-00						
9-Mar-00	<u>save the little guy.pdf</u>	Industrial Policy and International Competitiveness	researched intellectual property (IC)			
10-Mar-00		IPIC				
11-Mar-00		Industrial Competitive Analysis				
12-Mar-00	<u>personal notes on process.pdf</u>	CA)	examined process impoverishments of my future ware solution			
13-Mar-00		IPIC				
14-Mar-00		ICA				
15-Mar-00		Creating New Products and Services	Negotiations Analysis (NEGO)			
16-Mar-00	<u>March 16 2000.pdf</u>	IPIC (groupwork meeting)	ICA		New Ventures	NEGO
17-Mar-00	<u>beyond print (8pages).pdf</u> , <u>March 17 2000.pdf</u>	Creating New Products and Services				
18-Mar-00	<u>March 18 2000.pdf</u>	Read the book: "Suck: Worst-case Scenarios in Media Culture Advertising and Internet" (Joey Anuff)				
19-Mar-00						

20-Mar-00	<u>prices of ad banners.pdf</u>	IPIC	studied pricing issues concerning online advertisement
21-Mar-00			<u>Creating New Products and Services</u>
22-Mar-00		IPIC	<u>Creating New Products and Services</u>
23-Mar-00	<u>March 23 2000.pdf</u> <u>March 23 2000 b.pdf</u>	New Ventures	NEGO
24-Mar-00	<u>increasing advertising effectiveness (5 pages).pdf</u>	New Ventures	NEGO
25-Mar-00	<u>researched online advertising</u>		
26-Mar-00		IPIC	<u>ICA</u>
27-Mar-00		ICA	<u>New Ventures</u> <u>NEGO</u>
28-Mar-00		IPIC	<u>Creating New Products and Services</u>
29-Mar-00	<u>AT Kearney (24 pages).pdf</u>	ICA	<u>New Ventures</u> <u>NEGO</u>
30-Mar-00		IPIC	<u>Creating New Products and Services</u>
31-Mar-00		IPIC	
1-Apr-00	<u>ads in newspapers vs. online 9 pages.pdf</u>		<u>researched advertising industry</u>
2-Apr-00		IPIC	<u>Creating New Products and Services</u>
3-Apr-00		First Tuesday event in Paris	<u>ICA</u> <u>New Ventures</u> <u>NEGO</u>
4-Apr-00		IPIC	<u>Creating New Products and Services</u>
5-Apr-00		ICA	<u>New Ventures</u> <u>NEGO</u>
6-Apr-00	<u>Apr 06 2000.pdf</u>	ICA	<u>New Ventures</u> <u>NEGO</u>
7-Apr-00	<u>Apr 07 2000 (16 pages).pdf</u>	ICA	
8-Apr-00	<u>Apr 08 2000.pdf</u> <u>Apr 08 2000 b.pdf</u> <u>Apr 08 e.pdf</u> <u>Apr 08 2000 f.pdf</u> <u>Apr 08 2000 g.pdf</u> <u>Apr 08 2000 h.pdf</u>		read the book: "Email Marketing: using email to reach you target audience and Id customer relationships" (Jim Seme, Anthony Priore)

9-Apr-00								
10-Apr-00	website-building seminar ICA	IPIC	New Ventures	NEGO				
11-Apr-00			Creating New Products and Services					
12-Apr-00		IPIC						
13-Apr-00		ICA	New Ventures	NEGO				
14-Apr-00	how venture capital works (8 pages).pdf. e-forum.pdf. .m.b.pdf. First day.pdf	e-forum ICA	New Ventures	NEGO				
15-Apr-00					IPIC	New Ventures	NEGO	ICA
16-Apr-00					IPIC	New Ventures	NEGO	
17-Apr-00					IPIC	New Ventures	NEGO	
18-Apr-00	Apr 18 2000.pdf	ICA	researched VCs		IPIC	New Ventures	NEGO	
19-Apr-00					IPIC	New Ventures	NEGO	
20-Apr-00					IPIC	Creating New Products and Services		
21-Apr-00	process_elaboration.pdf	ICA	NEGO	refined background process behind my solution	IPIC	Creating New Products and Services		
22-Apr-00					IPIC	New Ventures		
23-Apr-00					IPIC	Creating New Products and Services		
24-Apr-00					IPIC	New Ventures		
25-Apr-00					IPIC	Creating New Products and Services		
26-Apr-00					IPIC			
27-Apr-00					IPIC			
28-Apr-00					IPIC			
29-Apr-00	stock_options_HBS_ (8 pages).pdf	ICA	exams		IPIC			
30-Apr-00			exams		IPIC			
			exams		IPIC			
1-May-00					IPIC	Solicited seed funding from my brother Phaedon and his present wife Katerina Vassilaki (his fiancee at the time) visited me from Greece		
2-May-00								
3-May-00								
4-May-00					Cyber Entrepreneurship	Enterprise Financing and Venture Capital (Ent in Vent Cap)		

			researched online content vs. print
5-May-00	<u>print vs. online content (8 ages).pdf</u>	Ent Fin Vent Cap	
6-May-00			
7-May-00		Ent Fin Vent Cap	
8-May-00		High Tech Entrepreneurial Strategies (Hi Tech Ent Strat)	
9-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap
10-May-00		Dynamic pricing	Hi Tech Ent Strat
11-May-00		Ent Fin Vent Cap	Nego
12-May-00			
13-May-00			
14-May-00			
15-May-00	<u>May 15 2000.pdf</u>	Ent Fin Vent Cap	
16-May-00		New Ventures	Dynamic pricing
17-May-00		Cyber Entrepreneurship	Hi Tech Ent Strat
			Nego
			Ent Fin Vent Cap
18-May-00		Hi Tech Ent Strat	Nego
19-May-00		Hi Tech Ent Strat	Nego
20-May-00		researched stock options	Man Cont Tech Chg
21-May-00	<u>stock options HBS (8 ages).pdf</u>		
22-May-00		Ent Fin Vent Cap	
23-May-00	<u>wienand.pdf, wienand business card.pdf, HBS on 'pdf</u>	Peter Wienand - Farmer & Co on Intellectual Property protection	New Ventures
24-May-00		Cyber Entrepreneurship	Dynamic pricing
25-May-00		Hi Tech Ent Strat	Hi Tech Ent Strat
26-May-00		Nego	Nego
27-May-00			Man Cont Tech Chg
28-May-00	<u>inet and the int'l patent problems.pdf</u>	researched intellectual property law	
29-May-00		Ent Fin Vent Cap	
30-May-00		Hi Tech Ent Strat	Nego
31-May-00		Cyber Entrepreneurship	Ent Fin Vent Cap
			Man Cont Tech Chg

1-Jun-00		Hi Tech Ent Strat	Nego	Man Cont Tech Chg
2-Jun-00		Ent Fin Vent Cap		
3-Jun-00		read " e-media how to use electronic Media for effective marketing		
4-Jun-00		"communication" (Jeremy Swinfen Green)		
5-Jun-00	New Ventures	Ent Fin Vent Cap		
6-Jun-00	<u>The insider's guide to customer service on the web 5 pages.pdf</u>	Hi Tech Ent Strat	Nego	
7-Jun-00		Cyber Entrepreneurship	Ent Fin Vent Cap	
8-Jun-00		Dynamic pricing	Nego	Man Cont Tech Chg
9-Jun-00		Dynamic pricing	Hi Tech Ent Strat	Nego
10-Jun-00	<u>IP Bulletin Fall 1999.pdf</u>			
11-Jun-00	<u>IP Bulletin Spring 1999.pdf</u>			
12-Jun-00		Family Firms	Ent Fin Vent Cap	Man Cont Dynamic Tech Chg Pricing
13-Jun-00				
14-Jun-00		Cyber Entrepreneurship	Ent Fin Vent Cap	
15-Jun-00		Hi Tech Ent Strat	Nego	Man Cont Tech Chg
16-Jun-00				
17-Jun-00		Cyber Entrepreneurship	Nego	
18-Jun-00	<u>aberdeen on microtransactions.pdf</u>			
19-Jun-00		Realising Entrepreneurial Potential		
20-Jun-00				
21-Jun-00		Dynamic Pricing	Hi Tech Ent Strat	Nego
22-Jun-00		Dynamic Pricing	Hi Tech Ent Strat	Man Cont Tech Chg
23-Jun-00		exams		
24-Jun-00		exams		
25-Jun-00				Sickness. Had to stay in bed
26-Jun-00				with fever
27-Jun-00				
28-Jun-00	<u>Value innovation.pdf</u>			
				discussed with my classmate Dimitris Spiliotis his future plans to determine his ability and potential willingness to participate in the project in future produced marketing modeling

<u>29-Jun-00</u>		discussed with my classmate Merav Weinryb her future plans in order to determine her availability and likely willingness to assist me in the project in
<u>30-Jun-00</u>		
<u>1-Jul-00</u>	<u>graduation invitation.pdf</u>	Graduation ceremony - official expiry of housing contract
<u>2-Jul-00</u>		
<u>3-Jul-00</u>		packed my books and belongings. Made arrangements with Postal Office to forward correspondence to Greece. Sold car. Paid bills. Emptied my flat, run inventory check upon leaving it.
<u>4-Jul-00</u>	<u>Jul 4 2000.pdf</u>	
<u>5-Jul-00</u>		
<u>6-Jul-00</u>	<u>Jul 05 2000.b.pdf</u> , <u>Jul 05 2000.pdf</u>	
<u>7-Jul-00</u>	<u>Jul 05 2000.b.pdf</u> , <u>Jul 05 2000.pdf</u>	
<u>8-Jul-00</u>	<u>larry.pdf</u> , <u>Jul 06 2000.pdf</u>	
<u>9-Jul-00</u>		
<u>10-Jul-00</u>		
<u>11-Jul-00</u>	<u>Jul 10 2000.pdf</u>	settled accounts with the post office
<u>12-Jul-00</u>	<u>Jul 11 2000.pdf</u>	settled accounts with phone company
<u>13-Jul-00</u>		
<u>14-Jul-00</u>		
<u>15-Jul-00</u>		
<u>16-Jul-00</u>		I drove back home to Greece by car. Read "Principles of Internet Marketing" by Ward Photon (South Western College Publishing). I
<u>17-Jul-00</u>		Identified Sergios Photiadis, a friend from school, as the person to sign my application's electronic interface
<u>18-Jul-00</u>		
<u>19-Jul-00</u>	<u>non-obviousness_and_licensing.pdf</u>	
<u>20-Jul-00</u>		
<u>21-Jul-00</u>		
<u>22-Jul-00</u>		
<u>23-Jul-00</u>		Met my late godfather, Athanassios Deliyannis, and solicited seed funding
<u>24-Jul-00</u>		Received informational material from the Greek Organization for Intellectual Property
<u>25-Jul-00</u>	<u>on_patenting_business_methods.pdf</u>	researched IP procedures for business methods

26-Jul-00	options as incentive (16 pages).pdf	Discussed my idea with Vassilis Tsamourtzis (a Greek colleague from INSEAD) gauged his interest to join a team to be formed	studied the mechanics of stock options
27-Jul-00		visited the websites of IAB.com and zdnet.com and researched the latest developments concerning online advertising	
28-Jul-00		Identified www.nafemporiki.gr, the best established Greek financial website as prospective partner. It partly belongs to my cousin.	
29-Jul-00		reviewed the notes-transcripts of the first Venture Capital Forum (Athens, Hilton Hotel, 6-9 December 1999) and considered participating in the following one (Hotel, 4-5 Dec 2000)	
30-Jul-00			
31-Jul-00			
1-Aug-00			
2-Aug-00		To establish additional evidence of my priority on the idea, I solicited from my brother Alexandros the contact details of a Notary (my brother had filed it in Greece)	
3-Aug-00		Asked my sister to propose me potential partners/member of the implementing	
		n. She proposed Christina Christidou (her colleague from Warwick University, UK) who was interested in online advertising	
4-Aug-00	NBG YC.pdf	Discussed with Nikos Iatropoulos, a London-based entrepreneur and Greek	
		and from childhood, and asked him to suggest reliable Venture Capital	
		inies in Greece and the UK.	
5-Aug-00	IP Bulletin_Spring 2000.pdf	researched IP law	
6-Aug-00	Recent copyright developments in Europe (13 pages).pdf	researched european patent procedures	
7-Aug-00			
8-Aug-00		Met Sotiris Kalogeris, Director of Leoussis Advertising Agency through the introduction of my friend Sergios Photiadis	
9-Aug-00		analysed the content of www.in.gr and www.flash.gr and considered if there	e synergies to be exploited with the two portals

10-Aug-00		recruited Andreas Vouros,a friend and Mathematician with a passion for hnology, to help me with the technological aspects of the future application in automate the placing of advertisement campaign orders by clients
11-Aug-00	Pantelopoulos.pdf	Met Ilias Pantelopoulos,a graphics web designer that worked in the prestigious "aramella" advertising agency, to assist me in the graphics interface
12-Aug-00	TRIPPS_agreement.pdf	researched IP calculated financial projections of my invention
13-Aug-00	financial_projections.pdf	familiarized myself and reviewed ISP models from a technical perspective
14-Aug-00		
15-Aug-00		
16-Aug-00		
17-Aug-00	Aug_17_2000.pdf	finalized and listed action-plan priorities
18-Aug-00		Asked my brother Alexandros Iontogouris for funding
19-Aug-00	staffing_needs.pdf	studied my needs in terms of y future corporate structure
20-Aug-00		
21-Aug-00	Renia_Papanikolaou.pdf	Found out that a past acquaintance, Ms. Renia Papanikolaou, was involved with marketing of the NY Times website and prepared a strategy for proposing king together
22-Aug-00	untangling_site_architecture_20_pages.pdf	Discussed legal matters for submitting a patent with my brother's fiancee sently my sister-in-law) Katerina Vassiliaki who is an Attorney researched website technologies
23-Aug-00		researched the Interactive Advertising Bureau website (www.iab.net) and the anese DoCoMo platform of Japan's state NTT telecom, as a potential n for launching my model with cellphones
24-Aug-00		reviewed how different types of content may fit my model (such as astrological lists, electronic greeting cards, songs in MP3 format, ringtones, song stations(Systran) and jokes)

25-Aug-00	researched the ELTRUN e-business center of the Athens University of Economics and Business that acted as an incubator (www.eltrun.gr).
26-Aug-00	
27-Aug-00	
28-Aug-00	Second discussion with Paraschos Alexandridis (who later became my business partner) the potential of assisting me with financing
29-Aug-00	Sought contacts in the Greek Venture Capital firms of Emporiki Bank (Mr. Ios Hatzidimitrou) and NGB VC (Mr. Kyriakos Mitsotakis).
30-Aug-00	<u>Virtual commerce (14 pages).pdf</u>
31-Aug-00	researched e-commerce
1-Sep-00	<u>valuation of patents (32 pages).pdf</u>
2-Sep-00	Borrowed 2 Million Greek Drachmas (6000 Euros) from my brother Alexandros
3-Sep-00	Conducted research of industry journals on online advertising and Interactive
4-Sep-00	al Television through INSEAD's online academic database
5-Sep-00	researched online advertising
6-Sep-00	industry
7-Sep-00	<u>media buying 101.pdf</u>
8-Sep-00	received fax from the Greek Organization of Intellectual property on the U.S. right Office
9-Sep-00	read the book: "Webvertising: the Ultimate Internet
10-Sep-00	Advertising Guide" (HOTT Guide)
11-Sep-00	studied the capabilities of Forthnet (www.forthnet.gr) and Hellas-on-Line (www.hol.gr) to host my application in their servers

12-Sep-00	<u>procedure for european patent award.pdf</u>	compared content of world portals that should be interested to adopt my application. (lycos.com over msn.com and yahoo.com)	researched european IP laws
13-Sep-00		made telephone introduction to Vectis Venture Capital. Spoke to Mr. ssandratos, Managing Director.	
14-Sep-00	<u>Sep 14 2000.pdf</u>	researched online ads	
15-Sep-00			
16-Sep-00	<u>Sep 16 2000.pdf</u>	prepared business model of "INTO" (What I called the application at the time)	
17-Sep-00	<u>OBI 1 (90 pages).pdf</u>	researched IP law	
18-Sep-00	<u>IP Bulletin Summer 2000.pdf</u>	calculated financial projections	researched IP Law
19-Sep-00	<u>Sep 19 2000.pdf</u>	expanded business model	
20-Sep-00	<u>Sep 20 2000.pdf</u> <u>Sep 20 2000.b.pdf</u>	researched Fenwick & West LP patent agents	elaborated process flowchart of future application
21-Sep-00	<u>Sep 21 2000.pdf</u>	finalised Greek Text with provisional claims	
22-Sep-00	<u>Intellectual property rights on the Internet.pdf</u>	researched IP law	
23-Sep-00	<u>Sep 23 2000.pdf</u>	brainstormed with Vassilis Tsamourtzis on interactive advertising scenarios	
24-Sep-00	<u>Sep 24 2000.pdf</u> <u>Sep 24 2000.b.pdf</u>	brainstormed with my sister Eleni on interactive advertising scenarios	
25-Sep-00	<u>Sep 25-28 2000.pdf</u>	emailed Ted Georgiou, a Law student and a friend of a friend who was doing an internship at Law Office of Peter LINOS (Shane Henty P.C.)	emailed Peter Wienand, a British Intellectual Property Lawyer eliciting his legal instance
26-Sep-00	<u>Sep 26 2000.pdf</u> <u>Sep 26-27 2000.pdf</u>	submit English description with Greek Notary	emailed Ted Georgiou with additional data received email from Ted
27-Sep-00	<u>Sep 26-27 2000.pdf</u> <u>Sep 27 2000.pdf</u>	Treated email from Peter LINOS, a Greek American US Notary on his terms for filing me with filing a patent with the previous email	merican US Notary on his terms for filing me with filing a patent with the previous email

28-Sep-00	<u>Sep 25-28 2000.pdf. Sep 28 2000.pdf</u>	calculated more elaborate financial projections	replied to Ted Georgiou by email	received email from Peter Wienand on assiting me
29-Sep-00	<u>Sep 29 2000.pdf.</u>	Researched JAMPAT patent associates		
30-Sep-00	<u>copyright on the internet.pdf</u>	researched IP law		
1-Oct-00	<u>draft designs of addedit interface.pdf</u>	designed drafts of my application's interface		
2-Oct-00	<u>Oct 02 2000.pdf.</u>	NTO business model refined		
3-Oct-00	<u>Oct 03 2000 b.pdf. Oct 03 2000.pdf</u>	solicited Sergios Fotiadis to prepare a visual demonstration interactive ads to be included in the patent application	received e-mail reply from Ted Georgiou	
4-Oct-00	<u>Oct 05 2000.pdf. Oct 05 2000 b.pdf</u>	received fax from Peter loulinos	received by fax a signed copy of a Non-Disclosure Agreement	
5-Oct-00	<u>Oct 06 2000.pdf.</u>	e-mailed Peter Moulinos and Ted Georgiou		Peter Moulinos
6-Oct-00	<u>QBI 2 (6 pages).pdf. QBI 2 (6 pages).pdf</u>	researched IP Law and procedures		
7-Oct-00	<u>tv advertising landscape.pdf</u>	researched developments on interactive TV industry		
8-Oct-00	<u>merges.pdf</u>			
9-Oct-00			researched the forthcoming creation of the Greek State TANEO fund with the	
			to finance innovative applications on the internet (www.taneo.gr)	
10-Oct-00	<u>Oct 10 2000.pdf. Oct 10 2000 b.pdf</u>	received e-mail of Peter Moulinos	refined projections	
11-Oct-00	<u>improvements in business.pdf</u>			
12-Oct-00			refined my business model	
13-Oct-00	<u>Oct 13 2000.pdf</u>		replied e-mail of Peter Moulinos	
14-Oct-00	<u>Oct 14 2000.pdf</u>	refined financial projections	researched marketing issues on the internet	
15-Oct-00				

16-Oct-00	<u>Oct 16 2000.pdf</u> <u>Gelineau.pdf</u>	received e-mail of Peter Moulinos
17-Oct-00	<u>online advertising report 3Q_2000.pdf</u>	researched online advertising
18-Oct-00	<u>unscrubbling digital TV (10 pages).pdf</u>	researched digital TV technologies
19-Oct-00	<u>Oct 19 2000.pdf</u> <u>Oct 19 2000_b.pdf</u>	researched patent firms Holland Knight and Pennie & Edmonds
20-Oct-00		
21-Oct-00		
22-Oct-00		read the book: "e-marketing strategy" (Ian Chaston)
23-Oct-00		
24-Oct-00	<u>interaction interface draft.pdf</u>	continued working on a probable user-interface of my application
25-Oct-00	<u>Oct 25-26 2000.pdf</u>	solicited Steven Robbins as my coach for my Venture
26-Oct-00	<u>Oct 26 2000.pdf</u> <u>Oct 26 2000_b.pdf</u>	draft of description together with provisional Claims
27-Oct-00	<u>on business methods.pdf</u>	researched IP law
28-Oct-00		
29-Oct-00	<u>market projections.pdf</u>	I ran market forecasts for my vention
30-Oct-00	<u>Oct 30 2000.pdf</u> <u>Oct 30 2000_b.pdf</u>	received reply from EU intellectual property adquarters concerning European Patents on ware
31-Oct-00	<u>Oct 31 2000.pdf</u> <u>Oct 31 2000_e.pdf</u>	e-mailed Peter Moulinos
1-Nov-00	<u>Nov 01 2000.pdf</u>	researched digital and interactive TV
2-Nov-00		received e-mail from Peter Moulinos
3-Nov-00		Read the book: "Internet Marketing: Strategy, Implementation and Practice" (Dave Chaffey, Richard T. Kevin Johnston Fiona Ellis-Chadwick)
4-Nov-00		
5-Nov-00	<u>Nov 05 2000.pdf</u>	

6-Nov-00	<u>Nov_07_2000.pdf</u>	<u>Nov_07</u> <u>200 b.pdf</u>	fax from Peter Moulinos received email from P.Moulinos	e-mail from Andreas /ouros
7-Nov-00	<u>Nov_08_2000.pdf</u>	<u>200 b.pdf</u>		
8-Nov-00	<u>Nov_08_2000.pdf</u>			
9-Nov-00				
10-Nov-00	<u>Nov_10_2000.pdf</u>		received email from Andreas /ouros	
11-Nov-00			drafted my reply to Peter Moulinos upon discussing it with team	
12-Nov-00				
13-Nov-00				
14-Nov-00	<u>Nov_14_2000_b.pdf</u>	<u>Nov_14_2000.pdf</u>	sent e-mail reply to Peter Moulinos	
15-Nov-00	<u>Nov_15_2000.pdf</u>	<u>Nov_15_2000_3.pdf</u>	Prepared indicative flow-chart if process	received transfer documents of Michael Vangelis by fax
16-Nov-00	<u>Nov_16_2000.pdf</u>	<u>Nov_16_2000_b.pdf</u>	received additional loan from my brother Alexandros to pay back Michael Tsangaris	received e-mail from Peter Moulinos
17-Nov-00	<u>Nov_17_2000_b.pdf</u>	<u>Nov_17_2000.pdf</u>	received fax from Peter Moulinos	
18-Nov-00			attended Money Show event (e-market session)	
19-Nov-00	<u>Nov_19_2000.pdf</u>	<u>filos.pdf</u>		
20-Nov-00	<u>Nov_19-12_2000.pdf</u>	<u>Nov_20_2000.pdf</u>	received e-mails of Peter Moulinos, Vassilis Tsamourtzis and Dimitris Spiliotis	e-mailed Caterina Pramatari in the Athens University to follow up on previous evening's mission on learning up to materialise the
21-Nov-00	<u>Nov_21_2000.pdf</u>	<u>Nov_21_2000_b.pdf</u>	<u>Nov_21_2000.pdf</u>	received e-mail from Ted Georgiou
22-Nov-00	<u>Nov_20-22-25_2000.pdf</u>	<u>Nov_21_2000.pdf</u>	<u>Nov_21_2000_b.pdf</u>	e-mail from Peter Moulinos
23-Nov-00				
24-Nov-00				
25-Nov-00	<u>Nov_20-22-25_2000.pdf</u>	<u>Nov_21_2000.pdf</u>	<u>Nov_21_2000_b.pdf</u>	replied e-mail to Ted Georgiou
				received e-mail from Ted Georgiou

26-Nov-00	<u>Nov 20-27-28 2000.pdf</u>	e-mail from Caterina Pramatar
27-Nov-00	<u>Nov 20-27-28 2000.pdf</u>	e-mail from Caterina Pramatar
28-Nov-00	<u>Nov 20-27-28 2000.pdf</u> <u>Nov 20-2000.pdf</u>	telephone conference with Peter Moulinos e-mail from Caterina Pramatar
29-Nov-00	<u>Nov 29 2000 b.pdf</u> <u>Nov 29 2000.pdf</u>	established contact in Razorfish as prospective technology partners or investors email from P.Moulinos dispatch of results if patent research
30-Nov-00		
1-Dec-00	<u>OBI 4 (48 pages).pdf</u>	researched IP law and
2-Dec-00	<u>OBI 5 (85 pages).pdf</u>	procedures for Europe
3-Dec-00		
4-Dec-00		
5-Dec-00	<u>Dec 5 2000.pdf</u> <u>Dec 5-11-15-8 2000.pdf</u>	spoke with Peter Moulinos
6-Dec-00		discussed with Peter Moulinos funding opportunities through him
7-Dec-00	<u>Dec 7 2000.pdf</u> <u>Dec 7 2000 c.pdf</u>	received email from P.Moulinos with contact details of Ben Urcia and made arrangement for potential financing of application
8-Dec-00		
9-Dec-00	<u>USPTO changes.pdf</u>	researched IP in the states
10-Dec-00		
11-Dec-00	<u>Dec 5-11-15-18 2000.pdf</u>	reviewed comments request of .Moulinos on patent draft
12-Dec-00	<u>Dec 12 2000.pdf</u>	received e-mail from Peter Moulinos
13-Dec-00	<u>adcredit vs. other media.odf</u>	presented in writing the advantages of my concept
14-Dec-00	<u>Dec 15 2000.pdf</u> <u>Dec 5-11-15-18 2000.pdf</u>	received fax from P.Moulinos refined business plan
15-Dec-00	<u>Dec 5-18 2000.pdf</u>	in final draft of patent
16-Dec-00		
17-Dec-00	<u>Dec 5-11-15-18 2000.pdf</u>	received e-mail from Peter Moulinos
18-Dec-00	<u>Dec 18 2000.pdf</u>	phoned Peter Moulinos

19-Dec-00	<u>Dec 19 2000.pdf</u>	received email from Peter Ioulinos
20-Dec-00	<u>Dec 20 2000.pdf</u>	received email from Dimitris Pilliotis
21-Dec-00		sent review comments on patent text
22-Dec-00		filng of my patent
23-Dec-00		
24-Dec-00		
25-Dec-00		X-mas Day